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CHILDREN'S. MISSES'. LADIES.
To round out a good season's Corset selling, we have secured a splendid line of Corset Samples and have placed them on sale to-day.

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|---------------------|------|------|--------|--------|--------|
| 50c. | 60c. | 85c. | \$1.50 | \$2.00 | \$2.50 |
| Values up to go for | | | | | |
| 30c. | 40c. | 58c. | 78c. | 92c. | \$1.08 |

Only a limited number of same sizes. So as to place a full range of all sizes to choose from, we have reduced all our new stock at Bargain Prices.

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|------|------|------|------|--------|--------|
| 40c. | 50c. | 60c. | 75c. | \$1.00 | \$1.50 |
| for | for | for | for | for | for |
| 36c. | 43c. | 52c. | 68c. | 88c. | \$1.33 |

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SOPER & MOORE

\$100 BONDS

The attention of investors of small amounts who wish only the safest kind of securities—bonds, is called to our offering of bonds at \$100 denominations.

Hewson Pure Wool Textile 6's with Common stock bonus.
Trinidad Consolidated Telephones 6's.
Stanfield's Limited 6's.
Nova Scotia Steel & Coal 5's.
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Maritime Telegraph and Telephone 6's.

F. B. McCURDY & CO.,
Members Montreal Stock Exchange.
C. A. C. BRUCE, Manager,
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The Canada Life.

In each of the past four years the Canada Life has earned a LARGER SURPLUS than ever before in its history.

Favorable mortality, and low expenses, the result of good management, have helped.

C. A. C. BRUCE, Manager,
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Your Overcoat Exclusive!

Not Another Like It in the Country.
Just arrived:

The LATEST LONDON OVERCOATINGS
We give you an exclusive pattern of the Finest Overcoatings this town has ever seen. It will when made up have the CHAPLIN Style, Fit and Finish.
What the Hall Mark means on Silver, the Chaplin Cut means on clothes.
Call and see them.

CHAPLIN,
THE STORE THAT PLEASURES.
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Why Exaggerate?

By RUTH CAMERON.

An article on the servant question was recently brought to my attention by one of my letter friends—she, herself, being a member of the much-discussed class. She objected to the article because of its tone of aloofness and superiority.

I wonder if the writers of such articles ever realize that the "problem" themselves are just as likely to be among their readers as the mistress. I recognized that objection, but what irritated me even more about the article was its exaggerated pessimism. It was made up largely of letters from disgruntled mistresses, and the author assumed that they represented the entire community. From reading that article a foreigner would think that it was absolutely impossible in America to get a girl to do general housework, that the average American woman kept at least two servants, paid them from \$7 to \$10 a week, treated them with kindness and consideration, and still could not keep a maid more than a few weeks.

Now, I realize that there certainly is a servant problem in this country. I realize that we are paying our domestic helpers wages which are all out of proportion to the wage of other workers who have been obliged to spend time and money in preparation for their work. I realize that even at this wage good maids, and especially good girls for general housework, are hard to get. Nevertheless I still maintain that the whole thing has been ridiculously exaggerated.

Nature's Way Is The Best.

Buried deep in our American forest we find bloodroot, queen's root, man-drake and stone root, golden seal, Oregon grape root and cherrybark. Of these Dr. R. V. Pierce made a pure glyceric extract which has been favorably known for over forty years. He called it "Golden Medical Discovery."

"This 'Discovery' purifies the blood and tones up the stomach and the entire system in Nature's own way. It's just the tissue builder and tonic you require when recovering from a hard cold, grip, or pneumonia. No matter how strong the constitution the stomach is apt to be 'out of kilter' at times; in consequence the blood is disordered, for the stomach is the laboratory for the constant manufacture of blood. Dr. Pierce's Golden Medical Discovery strengthens the stomach—puts it in shape to make pure, rich blood—helps the liver and kidneys to expel the poisons from the body. The weak, nervous, run-down, debilitated condition which so many people experience at this time of the year is usually the effect of poisons in the blood; it is often indicated by pimples or boils appearing on the skin, the face becomes thin—yellowish blue."

"More than a week ago I was suffering with an awful cold in my head, throat, breast, and body," writes Mr. JAMES G. KEENE, of 710 L. Street, St. E., Washington, D. C. "Some called it La Grippe, some pneumonia. I was advised by a friend to try a bottle of your 'Golden Medical Discovery.' I tried a bottle and it did me so much good that I feel safe in saying it is the greatest and best medicine that I ever took. My health is much better than it was before using your medicine. It does all you claim for it and is satisfactory."

Raw Pelts Are Expensive.

Writer Informs About Furs of Various Countries and Reveals Certain "Habits" of the Trade.

When a high price is paid for a Persian lambskin coat, the purchaser is usually under the impression that the garment is composed of the best skins to be had; but that is not so, for the central Asian rulers take the pick of the skins and have them made into those high black caps which bedeck them on occasions of ceremony. They do not permit the export of the best skins. A fur that is sold extensively is the so-called Hudson seal. It is nothing more than muskrat, dressed, pulled, fur sheared in half and dyed a genuine seal color. It wears very well and looks handsome.

Sable and Ermine Rare.

Ermine, which is imported in enormous quantities from Norway, Sweden, Russia, and Siberia, has been the emblem of royalty almost since royalty began in Russia. Until recent years it was restricted to members of the royal family, but is now worn on all state robes. Chinchilla, which is being used considerably this year, comes from the Bolivian Andes. Sable and ermine rank among the rarest of furs.

Whooping Cough

SPASMODIC CROUP ASTHMA BRONCHITIS CATARRH COLDS

Vapo-Cresolene

ESTABLISHED 1877

A simple, safe and effective treatment for bronchial troubles, avoiding drugs. Vapo-Cresolene soothes the membranes of Whooping Cough and relieved Spasmodic Croup at once. It is a BICIN to sufferers from Asthma. The air carrying the antiseptic vapor, inspired with every breath, makes breathing easy; soothes the sore throat and stops the cough, soothes the inflamed lungs. It is invaluable to in-breath with young children. Send postal for descriptive booklet.

ALL DRUGGISTS.

VAPOR-CRESOLINE TABLETS for the unimpaired throat. They are simple, effective and antiseptic. Use your dealer or write us, 100, in St. Louis.

Vapo-Cresolene Co., 23 Central St., N.Y., Learning Mirror Building Montreal, Can.

Morgan's Christmas Gifts.

A booklet of photographs in colors of the art treasures in J. Pierpont Morgan's library was the financier's Christmas gift to his personal friends this year. The booklets cost him \$100 a piece and depict with faithful vividness his \$500,000 Raphael, the works of Pergugino, Botticelli, Ghirlandajo and Castagno, the sanctuary of Behen-uo, Cellino, Donatello and Rossellino, the tapestries, the Florentine furniture and the huge carved mantle that once adorned an Italian palace.

Abbey's Effervescent Salt
at all hours

The Medical Profession all recognize
Abbey's Effervescent Salt
as the ideal laxative and cure for constipation—corrects the fault and restores the whole system.

ASK YOUR DOCTOR
Two Sizes 25 and 60 Cents
ALL DRUGGISTS.

Exercise To Keep Young.

Is Marcel Prevost's Prescription for Paris Women of Fashion?

Paris, Dec. 16.—Marcel Prevost, the French novelist, in speaking before an audience of fashionable women at the Universite des Annales recently said that the best method of combating advancing age was to develop muscle.

As long as persons only told them that sport was good for health women were indifferent he said; but as soon as some one asserted that sport meant youthfulness, women took it up with impetuous enthusiasm.

M. Prevost severely condemned the practice of attempting to reduce the figure to slender proportions by tight lacing or dieting. He also criticized the use of rouge with which women colored their lips, saying that it had nothing in common with the redness of the natural lips, while the carmine and beauty lotions they put on their cheeks produced an unnatural bluish-slate colored complexion.

The Black Bean Club.

One of the fantastic clubs of London is the Black Bean Club, limited to forty members, each of whom pays an entrance fee of \$50 and a similar amount as annual subscription. They meet only once a year, and then a bag is passed round, containing thirty-nine white beans and one black bean. The member who picks the black bean is compelled to get married within the ensuing twelve months, and the remainder solemnly vow to remain single until the next meeting. A house is furnished for the prospective bridegroom out of the funds of the club, which also bears the cost of the wedding festivities and of a three weeks' honeymoon.

More Light.

Our new 40 candle power lamp can supply more light at less cost than any other system of Artificial Lighting. This lamp is especially designed for use with our new ten-cent Slot Meter. Drop ten cents in the slot, and the lamp will run for 32 hours, giving a light of 40 candle power.

Call and get full particulars of our Special Fitting. Slot Meter proposition, or phone 57.

ST. JOHN'S GAS LIGHT COMPANY,
105, 111, 113, Bay St. of Trade Bldg.

Do Drink Water At Meals.

Many Benefits Doctors Say to be Derived From Habit.

The long accepted tradition that the drinking freely of water at meals by diluting the gastric juice retards digestion is at last passing. In the last five years many experiments and careful observations on human beings have shown that the taking of considerable quantities of water with food causes a marked increase both in the quantity and the digestive strength of the gastric juice. Not only that, but fasting can be borne longer with less loss of weight and strength when an abundance of water is allowed, thus indicating that water promotes economical nutrition—a consummation which surely is devoutly to be wished in these days of high prices.

The Journal of the American Medical Association has previously called attention to these recent observations and reviews the subject once more in its current number. Every phase of the subject has been studied. Not only stomach secretions, those of the pancreas and of the intestinal glands, were also stimulated by water in considerable amounts.

It was noted that very cold water acted to inhibit digestion. The digestive process does not begin until the contents of the stomach have been brought up to the body temperature, otherwise water drinking with meals, unless there is some pathologic condition of the stomach, as dilation, which contraindicates it, always does good instead of harm, in spite of the age long tradition to the contrary.

The best value in town on our 5 cent Bargain Counter. Everyone says so. THE NATIONAL STORES, Greaves & Sons, Ltd.
dec 28, 11

G. Knowling SEE OUR LARGE AND Well Selected Stock OF Table Damasks, Table Cloths, Etc.

There is nothing so artistic and pleasing to the eye as fine lustrous Table Linens. We have a large and well selected stock of high-class Napery in all its various forms.

Damask Table Cloths, according to size and quality, 75c to \$5.20.
Table Damask, pure White; 30c to \$1.40 per yard.
Damask Hemstitched Table Cloths, according to size and quality, 3.40 to \$6.50.

Damask Table Napkins, 6c to 45c each.
Tea Cloths, Embroidered, 60c to \$2.50 each.
Square D'Oyleys, according to size and quality, 13c to 20c each.
Round D'Oyleys, 5c to 20c.

Artistic High-Class Paper Table Napkins, D'Oyleys, etc.

Paper Napkins, Plain and White, 20c per 100.
Paper Napkins, artistic fast colors, 50c per 100.
Paper Napkins with Emblems of various societies, such as Irish, Odd Fellows, Masonic, Union Jack, etc, 50c per 100.
Lace Edge Paper D'Oyleys, 4c to 14c doz.
Pie Dish Collars, Ham Frills, Cutlet Frills, Napkin Rings, Fancy Decorating Paper, dainty designs, etc.

Paper D'Oyles, 5c to 15c dozen.
Paper Table Centres, choice art designs, 18c to 45c each.
Oval Dish Papers, fancy edge, 3c to 14c doz.

G. KNOWLING.

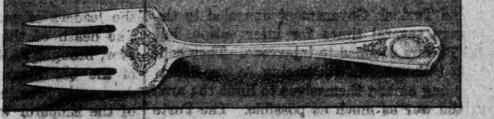
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COMMUNITY SILVER

Show him this advertisement so he will know the kind. Tell him that this famous ware has a solid silver disc overlaid on the wearing points, and it is then plated with a triple-plus plate. Community Silver is guaranteed.

G. KNOWLING,
ST. JOHN'S.



Put Your House in Order to Welcome 1913.

From now until 1913 crosses the threshold, we offer our splendid stock of

55c. and 60c. Canvas
FOR
50c.

The quality of this Canvas is much ahead of that usually offered at this price.

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